

WELLESLEY DESIGN REVIEW BOARD
REGULAR MEETING
MARCH 23, 2016; 7:00 PM
GREAT HALL, WELLESLEY TOWN HALL

Members Present: Johnathan Law, Ingrid Carls, and Robert Skolnick
Staff: Michael Zehner, and Heather Lamplough
Also Present: Charles Kraus and Dean Behrend

Mr. Law called the meeting to order at 7:00 pm

DRB 16-15S: Charles River Medical Associates

Planning Director, Michael Zehner reviewed the sign bylaw in conjunction with this application. He explained that the bylaw only allows a business establishment one wall sign, but the building is entitled to an additional wall sign if there is an additional business that shares a public entrance. There are already two wall signs located on the wall where this sign is being proposed. Under the bylaw, a third sign cannot be placed on that same wall by-right. Mr. Zehner stated that he does not believe that the ZBA would grant a Special Permit for a third wall sign, because it would cause sign clutter. Mr. Law asked Mr. Zehner if the applicant could have a free-standing sign somewhere. Mr. Zehner agreed and stated that the lot is entitled to a free-standing sign, and that he believes that one already does exist on this property. Ms. Carls stated that maybe the applicant should consider putting the signage for this business on the standing sign. Mr. Skolnick stated that the applicant may consider branding the building as the Behrend Building with a sign on the building and then list the multiple tenants on the standing sign. Mr. Zehner recommended that the Board recommend not approving the sign as presented, and recommend that the applicant work with staff to re-design the application to be in conformance with the bylaw. Ms. Carls made a motion to recommend denial of the sign as presented, with the suggestion that the applicant submit an application for a free-standing sign or apply for a Special Permit from the Zoning Board of Appeals for the wall sign. Mr. Law seconded the motion. The motion passed unanimously (3-0).

Following the vote, the applicant arrived and Mr. Law re-opened the decision. Mr. Behrend presented the proposed wall sign to the Board and explained that the sign needs to be on that wall due to visibility from Worcester Street. Mr. Law stated that the Board doesn't have any issues with the sign itself, it's just the location of the sign that they cannot approve. He asked if the applicant would consider making this into a standing sign. Mr. Behrend explained that he already has a standing sign. Mr. Behrend stated that he may consider combining the two doctors onto one sign. Mr. Law asked if that would be okay. Mr. Zehner stated that the bylaw does not restrict content, so the applicant can have two signs, it doesn't matter what the signs say, as long as they conform with the size allowed per the bylaw.

Mr. Law made a motion to recommend denial of the sign as presented, with the suggestion that the applicant re-submit an application which combines the tenants onto two wall signs, of which conform to the zoning bylaw. Ms. Carls seconded. The motion passed unanimously (3-0).

DRB 16-16M: Jarbo

The Board reviewed the application. Mr. Law stated that he agrees that the current storefront looks outdated and energy inefficient. Mr. Law asked if the applicant was going to come for a sign permit independent of this application. Miss Lamplough stated that they are. Mr. Law stated that he has no issues with this application.

Mr. Skolnick moved to recommend approval of the project as presented. Mr. Law seconded. The motion passed unanimously (3-0).

Minutes

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Mr. Skolnick moved to approve the minutes for the Design Review Board meeting on March 9, 2016. Mr. Law seconded. The motion passed unanimously (3-0).

Mr. Zehner informed the Board that the Town did receive the \$10,000 technical assistance grant for the Wellesley Square Wayfinding and Branding Project. He stated that he expects to be working more with the DRB than the Planning Board throughout this project. Mr. Law asked if the Town would be contributing financially to this project. Mr. Zehner stated that perhaps at the implementation phase, but at the present no. Mr. Law asked if we would need to issue an RFP for the project. Mr. Zehner explained that they have already been assigned a consultant for the project, who will be Favermann Designs. He explained that this firm has done similar work with Ipswich, Winchester and Sturbridge, and has worked with Fenway.

Mr. Law adjourned the meeting at approximately 7:24 pm.

Note: A recording of this meeting is available in the Planning Department.

Minutes Approved: 04/13/2016

Respectfully submitted by:
Heather Lamplough
Wellesley Planning Department